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IN THIS ISSUE

Journalism Schools can prove worthwhile

Free-Lance Journalism in Free India

Philosopher King (Kong)-Editor *Edits*

and other interesting features

bruary 1959

25 Naye Paise

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NEWSMAN

MONTHLY JOURNAL OF THE MADRAS REPORTERS' GUILD

Volume I FEBRUARY 1959 Number 7

A canker in the body politic of the Indian Press, the bulwark of democracy in this nascent republic, was diagnosed by two eminent leaders of public life in Madras the other day when the Audit Bureau of circulations Limited organised an exhibition at the University buildings portraying a panoramic view of its many vicissitudes.

One was the renowned doctor-educationist Dr. A. Lakshmanswami Mudaliar and the other the State Information Minister who is also holding the portfolios of Finance and Education. Both labelled it as "Yellow Journalism" and their almost identical prescriptions suggested that the remedy should come from within.

The Vice-Chancellor of the Madras University wanted the Press to voluntarily set up its own standards and its own councils and nip this evil in t e bud. He went further : he asked the Press to look into those "misleading and unfortunately worded" advertisements which should not find a place in any decent paper.

Mr. C Subramaniam requested editors to confer together and adopt some measure for curbing this sickening trend in journalim. He thought matters could be rectified only if action was taken by the persons who were intimately connected with the Press intead of by an outside agency. However, the Governmemt were taking all steps to expedite legislation to curb yellow journalism.

A laudable attempt at presenting a complete picture of the history of the Press in India from its early-day struggle for survival, the eleven—day Exhibition drew unending queues of men and women outside the Examination Hall, eager to have a glimpse into the eventful life of the Indian Press.

The Regional Committee of the Audit Bureau organised the Exhibition.

Mr. Subramaniam said every person associated with the Governmental functions was necessarily interested in the Press. Particularly in a democratic country where power ultimately rested with the people, the Press had to play a vital role. Even in countries where democratic institutions did not exist, the Press did play its "allotted part" In India the Press was functioning with full liberty and freedom.

Can legislation alone contribute to a decent Press and eschew yellow journalism? "No" said Mr. C. Subramaniam, Information Minister, Madras and Dr. A. L. Mudaliar, Vice-Chancellor of the Madras 'Varsity recently. The remedy should come from within and the Press itself should voluntarily set up its own standards.

He said the liberty and freedom enjoyed by the Indian Press also cast on it certain obligations. Freedom had no meaning without corresponding duties. That was why particularly a free Press has many duties to discharge. Unless those obligations were fulfilled in the proper manner, the liberty of the Press might become sometimes even a menace.

The Minister said the tendency to forget their duties was noticed in the country in the case of some papers.

It was a pity that it was not possible to curb the activities of these yellow jorunals. For, any action taken or any laws passed with reference to them might be misused. Some persons took advantage of this hesitation on the part of the Government to legislate for curbing such activities. They went to the extreme limit of not only publishing obscene matters but also using their papers for the purpose of blackmailing people.

Decent Press

"I would like to particularly address" Mr. Subramaniam said, "the persons who are interested in a decent Press functioning, to ponder over this question. I am saying this because the Madras Government have come forward in spite of the embarrassment involved in it, to bring legislation for the purpose of curbing publication of obscene matters and matters for blackmailing people. I am sure when the proposal comes up in the form of a Bill, the Press will have the opportunity of expressing its opinion about it. Perhaps I may also take the opportunity of convening a conference of editors and consult them on various provisions of the Bill".

Mr. Subramaniam said the practice of misleading the public by publishing

various false news—sometimes even false news was not so dangerous as half-truth—was becoming more and more a problem not only for the Government but for a good citizen also. Particularly, in recent times there had been publications in certain sections of the Press of sensational news relating to sex matters and he found that they had large circulations They should therefore find out the method which should be adopted for putting down yellow Journali m. He thought it would be possible to rectify matters only if action was taken by the persons who were connected with the Press instead of action being taken by any outside body. He wished editors conferred together and adopted some measure for the purpose of curbing yellow journalism.

The Minister said they were all interested in seeing that the people were properly educated. This could be effectively done only through the Press. He hoped the Press would grow on healthy lines so that the people living in the country would be able to get news based on truth and facts.

Language Press

Mr. Subramaniam said the growth of the language press in the country constituted a very important feature of the history and development ef the Indian Press. "In Madras we are proud that we have a very powerful language Press and that it has contributed to the education of the masses and development of the regional languages to a great extent", he said.

Dr. Lakshmanaswami Mudaliar who inaugurated the Exhibition, said Madras was one of the few Universities to start a diploma course in journalism. That course had been functioning largely with the co-operation of the Press in South India. Referring to the part played by the Press in India's freedom struggle, he said when the great history of the freedom movement come to be written, due credit would be given to many of the papers which contributed largely to the development of the spirit of independence and patriotism among the Indian people.

Dr. Mudaliar said that if the Press in India was to play its part well and if it was to contribute its best, there should be a certain amount of what may be called genuine and self-imposed restriction".

Yellow Journalism

He expressed the view that yellow journalism could not be successfully curbed by legislation alone. Legislation would succeed only when the people for whose sake it was brought, namely the Press itself, and the better section of the Press co-operated in this measure. It would be very good indeed if the Press itself voluntarily set up its own standards and its own councils and tried to see that these things were curbed and nipped in the bud.

Dr. Mudaliar also referred to the publication of advertisements which should never be published in any decent Press. He said these were misleading and unfortunately worded. He would suggest that this matter also deserved their attention. He said South India had been fortunate in the Press having taken a more sober view of many things. Some body had remarked that South Indians did not get easily excited and therefore it was easy to maintain discipline in South India than in other parts of the country. He hoped the South would continue to be sober.

GROWTH OF THE PRESS: AN INTERESTING PANORAMA

An interesting panorama of the growth of the Press in India from the early days of its struggle for survival, faced with poor circulation, high cost of production and an unhelpful Government, to the gradual stabilisation to the present day condition, was vividly presented in the exhibition, "The History of the Press in India" organised by the Madras Region of the Audit Bureau of Circulation at the University Examination Hall, Marina from February 17 to March 1.

The exhibition was informative and at the same time educative from the lay-man's point of view. About a thousand visitors on an average, visited the exhibition daily.

The first attempt to start a newspaper was a still-born one. In 1768 William Bolts proposed to publish a news sheet to communicate tothe community many things which most intimately concerned every individual. For this effort the East India Company deported him to England by the first available boat. The alleged charge against him was that he was trying to promote faction and discontent in the Settlement. This story was pictorially represented at the entrance to the exhibition.

It was not until the mid-18th century that India had a newspaper of her own, the *Bengal Gazette*, or *Calcutta General Advertiser* It was published by James Augustus Hicky and the first issue appeared on January 29, 1780. In this section early newspapers like the *Madras Courier* published in 1793 were on view. A photostat copy of *Shri Mumba-na-Samachar*, the oldest paper still alive (in the name of *Bombay Samachar*) finds a place in this section. This paper was first published in 1822. By the way, it was the first paper to be printed from type instead of being lithographed.

Early Years

In the early years the newspapers in India existed merely to air opinions on the social and religious arguments of the times, since news from abroad were delayed so much that they became a matter of history by the time they reached India. Some of the papers were devoted to highly libellous exposures of the private scandals and misconduct of the servants of the East India Company. Inspite of their interesting editorial contents, individual newspaper circulations did not exceed 100 !

One appalling fact is brought out, and that is about the slender newspaper finance and poor circulation in the 1850s. Two Banaras weeklies, with combined circulation of 70 incurred monthly expenses of Rs. 99—8—0. The production costs were high and postal rates considerable. The cost of newspapers was so high that reading newspapers in circulation libraries was encouraged. About the middle of the 19th century certain newspapers compaigned against practice of Sati and Thugs.

The period of repression started from 1823 when a self-boasted enemy of the Indian Press, John Adam,

(*Contd. on page 13*)

WILLIAM CLARK DISCUSSES

Who is Responsible for the Attitude of the British Press ?

(In Britain the reader has a very free and wide choice in the Press. No one need be bored or ill-informed.)

As a journalist, I believe that most people do not turn to newspapers primarily for news but for comment and for entertainment, and to see how their familiar paper treats the news. That is why there is plenty of room for the ten national papers which are all equally available in every corner of Britain.

The importance of this comment and play of the news is reflected in the regular review of the Press on the BBC's Overseas Service which deals mostly with the comment of the newspapers, or the way in which they treat the news. Who decides this ? Who is responsible for the attitude of the Press ? What does it mean when foreign journalists in London cable home that "public opinion as reflected in the Press" takes this or that view ? Is there any relation between public opinion and Press opinion ?

Perhaps it would be best if I tried to answer these questions by taking up the papers one by one, as I do each morning. I normally begin the day wtth *The Times*. This is the oldest London paper, the most famous, and, I believe, by f. r the most influential. Yet its eirculation is only a little more than a quarter of a million in a field where there are papers with circulation of four million. But *The Times* is the national paper of record ; it attempts to give a thorugh survey of all the news, giving weight to those items that are of serious national importance. People read *The Times* because they want the news fully reported and as a result of this high level readership the editorials in *The Times* can carry great weight. Often the editorials are explanatory rather than giving a lead, but when *The Times* decides to be really definite it can exert the greatest influence. Who decides that ?

In fact one must say it is almost entirely the Editor and his numerous able and expert assistants. The power behind the Editor's chair are the chief proprietors, the two men who actualy own the property of *The Times*. They are Colonel John Astor, who bought the control in 1922 from the estate of the late Lord Northcliffe, and Mr. John Walter, whose great-great-grandfather founded *The Times*,

These two men, with the directors of The Times Publishing Company, are responsible for appointing the Editors —a very important decision indeed— but in practice they do not interfere with him once he is appointed. The ownership of *The Times* in a financial sense is separated from the editorial control by custom, and in fact a special arrangement has been made to try to ensure that the financial control will never pass into hands which will use *The Times* as an instrument of personal policy.

Outspoken and Liberal

The second paper I pick up is the *Manchester Guardian*, and you may very well ask why I include a "provincial paper"?. But the "M. G.," as it is familiarly known, undoubtedly ranks as one of the national papers. I read it for two reasons : it has a small but brilliant foreign staff, and it is famous for its outspoken and liberal editorials —I mean liberal in a broader sense than the Liberal Party, though the *Guardian* is generally regarded as pro-Liberal Party. Who controls the editorials of the "M. G." ?

Again the answer is the Editor, because the financial control and ownership of the paper has been placed in a trust, which appoints the Editor but then leaves him free to run the paper. I say "leaves him free", but it would be unreal to pretend that an Editor is really free to make just what he likes of the paper. A great paper like the *Guardian* has a tradition which it cannot ignore; if it was suddenly to change its entire policy or to put on a new character it might very easily lose the respect and ultimately the support of its readers.

The third "quality" paper—that, is papers designed to suit the more serious-minded—is the *Daily Telegraph*, which has a circulation of about a million. This paper is owned by Lord Camrose, a brother of Lord Kemsley who owns a chain of provincial dailies, and Lord Camrose also has the title of Editor-in-Chief. As owner he is a majority stockholder in a joint stock company and so he can control the financial actions which lie behind newspaper production. As Editor-in-Chief he can, and does, control the policy of the paper.

On the whole the policy of the *Daily Telegraph* is fairly predictable: politically it favours the Conservative Party, and in foreign affairs favours a strong Britain in close association with the United States. That basic policy is

personally laid down by the Editor-in-Chief, but the Editor who looks after the paper day after day can of course exercise control within limits. So in this case we have an example of the financial owner being also the editorial controller of the comment and the tone of his paper.

Family Properties

A fairly similar case is the *Daily Mail.* this is also a paper with right—wing tendencies but it is more designed for the man in the street, it is more "popular" than the *Daily Telegraph,* it costs less, and it has a circulation of about two million.In fact the *Daily Mail* was the pioneer of all popular journalism at the turn of the century, when it was built up by Alfred Harmsworth, who later became Lord Northcliffe.

It is still owned by the Harmsworth family today, and that perhaps illustrates rather well a feature of the British newspaper world. Many newspapers are family properties: *The Times,* as I mentioned, has been partly in the hands of the Walter family since its foundation in the eighteenth century; the *Manchester Guardian* has been closely associated in ownership with the Scott family; the *Daily Mail* is a Harmsworth property.

Lord Rothermere controls the financial side of the *Daily Mail* and its associated papers, the *Evening News* and *Sunday Dispatch.* But Lord Rothermere also has considerable editorial control of his papers. He told the Press Commission in 1947 that the policy pursued by his London papers was entirely in his hands. He has an office in the newspaper building and he talks to the Editor of the *Daily Mail* almost every day; he talks to the Editor of the *Evening News* and the *Sunday Dispatch* at least once a week, and whenever a matter of importance comes up.

What that means in fact is that ultimately the policy and editorial line of the *Daily Mail*—and the other papers—depends on Lord Rothermere, but he receives advice, which must count very highly, from his Editor, and other members of his staff.

One-man Control

Perhaps the paper which is most completely controlled by one man is the *Daily Express,* which is "owned" by Lord Beaverbrook in the sense that he has the controlling interest in the shares of the company. Lord Beaverbrook is not the managing director of his company (as Lord Rothermere is of his); he is not a director at all; he is not Editor-in-Chief (as Lord Camrose is of the *Daily Telegraph*); in fact, he has never had an office in that big glass building in Fleet Street that houses the *Daily Express.* He has very little formal connection with the paper. Yet the chairman of the company once summed it up by saying "undoubtedly Lord Beaverbrook is the paper". This shows, I think, what is true of all newspapers that you cannot tell who runs it by looking at its financial statement or at its editorial board.

Because Lord Beaverbrook's control is so personal it is hard to give an exact description of the policy of his papers: it is definitely anti-Socialist; it is less definitely pro-Conservative, since it holds that those Tory M. P.s who do not favour Empire trade are heretics.

It is a good deal easier to know the policy of the *Daily Herald.* It is laid down in the articles of association of the Daily Herald Company that the policy of the paper shall be that directed by the Labour Party and the Trade Union Congress.

The ownership of the *Herald* is a complicated business, but briefly I would say that for all policy matter the control is in Labour Party hands; for all business matters it is in the hands of Odhams Press. But a board of directors cannot edit a newspaper, and in fact the *Daily Herald* produces a fairly independent paper, because its editor is given considerable latitude. For instance, recently it strongly attacked Aneurin Bevan, which shows that it can be independent even of members of the party executive. But the *Herald* is the organ of the Labour Party, and it is tied to that point of view.

At Opposite Poles

One of the papers I always glance at with interest is the *Daily Worker.* It gives me simply and without fuss the Communist Party line. It does not waver, it does not doubt, though it sometimes is a day or two late in making the sharp turns demanded of loyal party members. The *Worker* is owned by a co-operative society called the Peoples' Printing Society. Policy is laid down by the Communist Party.

At the other pole I would put the *News Chronicle,* which is a Liberal-Party paper, but because of the smallness of that Parlimentary party it maintains a very detached attitude to most party politics. The ownership of this paper is again really vested in a family, the Quaker Cadbury family, but they have made a trust out of their ownership, and financial control seems to be exerted by the Cadburys' nomince, Lord Layton.

I am now left at the bottom of my pile with the two picture papers, the *Daily Mirror* and the *Daily Sketch.* the *Mirror* is a very popular paper with a circulation of about four million, and a slightly left-of- centre viewpoint. It is owned by a public company, and it is very hard to know where the fiinancial control is really centred; I believe the control of the *Daily Mirror* is exerted mainly from the editorial office. Finally, the *Daily Sketch* which changed hands in 1953: it has been sold by Kemsley newspapers and bought by the *Daily Mail* company. It is too early to say what its policy will settle down to, but it seems possible it will be a slightly right-of-centre version of the *Daily Mirror.*

As I finish my last paper each morning, what I often reflect is that in Britain the reader has a very free and very wide choice. No one need be bored or ill-informed.

(By Courtesy: British Information Service)

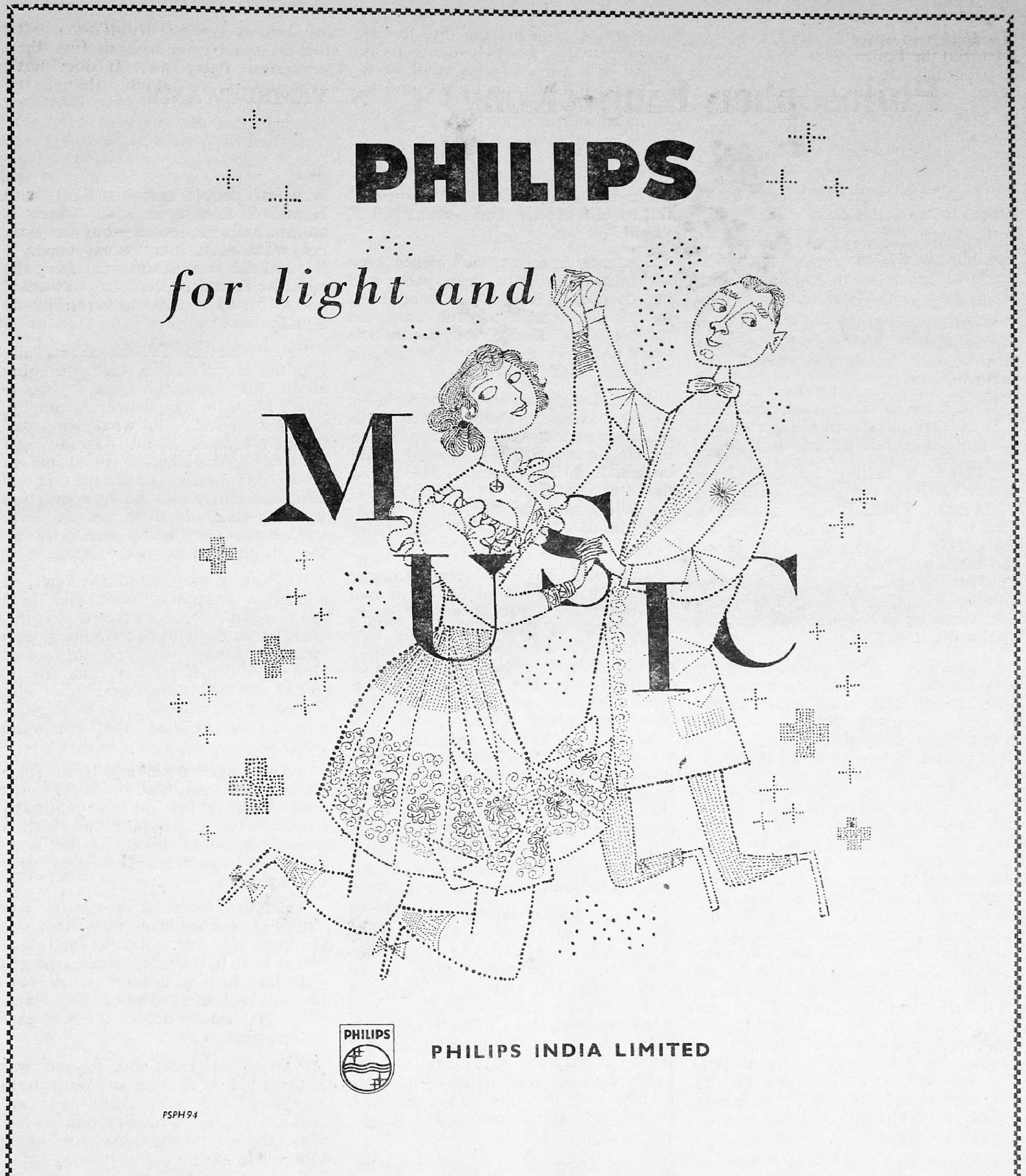
NEHRU TELLS NEWSPAPERS

NO RUMOURS PLEASE

Rumour mongering in newspapers came in for deprecation by Prime Minister Jawaharlal Nehru recently.

At a public meeting held in Delhi in the last week of January, Mr. Nehru, while conceding the right of freedom of expression to the Press, felt that it was not a proper thing to spread rumours.

"The tendency to defame the Government is most harmful. We dot not want to hide our defects. The news papers should always draw attention to these defects. I do not think any good result could ever come from hiding any wrong thing. The very basis of democracy is that these wrongs should be spotlighted and the mistakes rectified. But it is not proper to spread rumours". he said.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Philosopher King (Kong)

N. VEMBUSWAMY

"I do not want even my sworn enemy to share this fate."

Amazing as it may look, this was the emphatic way in which the man who ought to know what he was talking about gave a bit of his mind.

What do you fancy a wrestling pro's life is like ? Big money, admiring crowds, posh hotels and paradise on earth ?

Here is the candid answer from the "King" who has been in the ring and the limelight for 39 out of his 49 years;

"This is a calling in whieh one cannot fulfil the things for which God made man. One just turns an animal, That is not all. Yon are on show all the while. The more you spill blood and break your bones, the more is the glamour for you. I have spent a lifetime in the ring and of it 4½ years were taken up in hospital. Just imagine what a life it is !"

I had a 70-minute "gruelling bout" with this worthy in 1955 and I was all the while on the "run." Not round the ring as you may suppose but face to face and side by side in the upper Class coupe of an express on the run.

Although the "hooks, locks and thrusts" of my queries were so varied and cascadal that they might have easily floored any other "pigmy," the "giant" took them with such relish and gusto that his returns were delivered with devastating effect so that they took my breath away, not in the manner of being counted out at ten but by the tender jab of his fist, tickling knock of his elbow and gentle pat on the back with which he drove home his point, betrayed the man of cultivation that he is. When the "bout" came to an end I did not know whether I or he was more sorry at its abruptness for we were both lost in the "merry fight." It left me guessing whether it was a wrestler I had met or a philosopher.

My entry into the "ring" was so sudden and electrifying that from the moment the big man jockeyed himself up to the compartment at Egmore I fell for the wrestler and became full of "fight."

I wonder in retrospect whether even the train was able to keep pace with my "speed" because I was racing against the Express as well as I did against King Kong, my destination being only 36 miles away while his coincided with the train's.

King Kong's intellectual appetite is as sharp as his physical appetite or to be more correct what it is supposed to be. He glowed with human warmth and became familiar in a trice. He talked to me as with a chum aud handling me as in a ring hc made his gesticulations and demonstrations the more expressive.

The hand that has been hardened through 4,500 fights in 26 years had the touch of a mother's tenderness, the 400 lbs. of flesh and bones that had caught in a crushing hug so many rested lightly on my lap at the point of an elbow scarred with 42 stitches—a grim reminder of many a battered bone that never healed—, the tiny head with a heavily wrinkled nape which is the result of bad mangling by unkind hands, has not lost a jot of its balance, and the vivid lips and teeth that have not failed the brawn on crucial occasions do not fail thc brain either, in the eloquent expression of its hidden power and deceptive content judging from the size of its cover.

My one-hour wrestling with the wit of this man served to disabuse many a public misconception and strengthen numerous convictions. For, who can gainsay that appearances are deceptive and man is essentially a social animal what ever his calling ? People may talk glibly about this "man-mountain" from Hungary but he is every inch of him a man and a gentleman—not only a virile man but also an intelligent, straight-as-a-stick, cultured "King" of the ring.

King Kong is a "pro" who has attracted the largest crowd for any show in the world—he told me two lakhs of people saw his fight with Hamida in Lahore in 1945, which is an international record—but he does not want even his "worst enemy" (he said this several times changing the adjective from "worst" to "sworn" and so forth) to take to wrestling as a profession.

"A pro has no life" he said ruefully with the suspicion of a tear glistening about his hawk-like eyes. "In my youth I loved songs, dance, swimming, tennis and sport, But what happened to me? I went about dancing and naturally girls gathered round me in clubs. My manager called me one day aside and curtly told me my reputation was at stake because people were talking about my being seen with all sorts of girls. I stopped dancing.

"I was a very good swimmer. I opened a swimming pool and here again people were attracted to me. Girls particularly liked swimming with vigorous young men and they came along. My manager too came round to tell me that things were bad with the swimming pool because there were girls. This finished the swimming pool.

"And I startcd playing tennis for a while without much ado. Slowly girls took a fancy for me and naturally liked to have a game or two with a wrestler who was already in the limelight. My manager inevitably gave this a short shrift.

"Finally I fancied I would be safe with some indoor game and Chess was the thing for me. But as bad luck would have it, the intellectuals amongst girls thought it an honour to try conclusions with me. And my chess also went up in smoke before the fiery gaze of my manager.

"So what remained to me was nothing but a routine of 'eat, train and sleep' and 'sleep, train and eat.' It is a hard, rigorous and thankless job. One cannot fulfil the things Ior which God made Man.

All this was provoked by a conventional unsuspecting query by me

whether he was training anyone to succeed him and keep his banner aloft. He looked daggers at me and asked in turn at the end of this out-pouring of alacerated soul, "Do you still want people to take to this kind of life. Don't you wish them well? It is a cruel, hard and thankless sport. I paid half a lakh of rupees to go myself trained in the Indian style of wrestling. That was because as a wrestler my ambition was that it should not be said of me that I did not master any type of wrestling known to the world. And indeed the Indian style of wrestling is better and the risk of injuries or of being disabled or crippled is not there. But in the West people do not want the soft stuff. They want blood and the more blood they see the more they would want you to spill. Those who come to these shows pay only for such entertainment. And for all this you have to produce a soulless animal moving not on four legs but two. I would not want even my sworn enemy to share this fate."

King Kong no doubt thought highly of physical culture as such. He would not mind anyone seeking his aid in the matter of ordinary physical improvement. If a "fatty" should go to him he would show him how to get rid of some of the extra tissues and adipose. If a thin chap wanted to put on girth he might give him the training and the tip. But to train a wrestler was out of the question.

His own case was different and perhaps this was the lesson of his iife. All the same he had his heydays and personally he had no regrets. But this was how he began. He wanted to become a strong, hefty man. So his father sent him up to a physical culture institute at the age of ten. In time he became a qualified masseur and spent nine years as amateur wrestler till he turned "pro" in 1929. Then began the hard life. Marriage was out of the question.

Talking of marriage he incidentally pricked a bubble. He said the story about his being engaged to somebody was a "hoax" and the matter was now with the lawyers. He never thought of marriage and after 35 years of ring life—he said this in 1955—marriage was "just not the thing" for him. "Having travelled round the globe twice and having seen men and women" mused King Kong "I do not thlnk I would ever wish to marry. The Western tradition is for the women to order about men. I would want my women to obey me. There it is what I think of marriage."

He had announced his retirement sometime ago but he had to stay his hands because there was a snag regarding the pension he hoped to get after retirement from the International wrestlers Association, New York. He was told that unless he had put in 25 years of unbroken wrestling career he would not be eligible to the full monthly pension of £185. His career was unfortunately cut in the middle for 4 1/2 years when he was imprisoned as "enemy alien" in Dehra Dun during the last world war.

It was an eclipse in his career in that he lost his life's fortune to the tune of 180,000 American dollars and couple of hotels and properties in New York, all of which were forfeited. "I do not mind even that because I am satisfied I am leading a decent life" the prize-fighter seemed to console himself with perfect insouciance. Even now he was thinking of retiring in a year or so if the Wrestlers Association would pay him something less than the full pension.

"I am not tired of wrestling" he added however bristling up and explaining his keenness to retire, I am only tired of these frequent travels. This travel is killing me. I have circled round the world twice and you know what it is. Otherwise I am feeling fit as a fiddle and fight is in my blood." As if to demonstrate it, he gripped my shoulder in a tight squeeze.

He attributed his defeat in Bombay in 1954 at the hands of Dara Singh in the challenge fight to sheer "bad luck." This reinforced his faith in an Unseen Power. But for the fracture of his elbow, things might have been different. He got cornered and Dara picked him up and hurled him on the iron post and hook holding the ring ropes. The knock against the hook caused fracture. He however sportingly rated Dara Singh as a great all-in wrestler and as No. 1 in India. He was all admiration for Baloo (son of Imam Bux) as a world-beater in the Indian style. He thought of his brothers Akram, Aslam and Azam as of equally great potential.

The toughest and trying fight given him was by the late Kulwant Singh whom he rated as the most superior, powerful and brainy of all Indians he had met. That was a memorable fight. Egged on by a bullying crowd both he and his rival were left with no alternative but to go on fighting for nearly 90 minutes (the fight was scheduled only for half an hour) at the end of which his rival became disabled with a sprained and swollen ankle. "Although I was declared winner" King Kong said "I conceded that I had an unfair advantage over my rival and made the fight quits."

"There is no such thing as a sham fight when he one gets into the ring" declared King Kong angrily when I told him of the popular belief that the fights are "arranged affairs" and the results are foregone conclusions. "When there is a prize and a crowd before you, is there a self-respecting man who would go under without fighting for a win? It may be that for giving the spectator who has paid two. three, five or ten chips his money's worth, the man who has the grip over the fight prolongs the show. I suppose I owe it to the spectator to entertain him as much I owe it to myself to try to win. But I have no doubt that I always say the better man wins. It is no joke to prolong a fight because one has to receive a lot of chastisement and the more unequal the fight is, the more torture one of the two undergoes."

This led me on to the other tale about his swallowing fowls and pigs in any number and eating like a gourmand. King Kong had the heartiest laugh over it and dismissed it saying "It is all nonsense. I do not take even a full fowl at a time if it is big. I may have a chicken for my breakfast. I take a lot of vegetables, tomatoes and the like. When I am in intensive training I take 36 raw eggs beaten in milk. That is all the fantastic diet that I take. Otherwise I have half a dozen eggs in the mornings. I take about a measure of milk. I like milk, butter. bread and vegetable a lot. I am not even keen on any particular diet. I would do with rice and curry or chappathies. I take any kind of food nowadays. So all this story about my diet is a joke" he averred.

This trip was taking him to Nagercoil where he was to fight the 510 lb. Kora Singh. He had already made Singapore his home and after retirement he would settle there.

The train had come to a halt at Chingleput. There it ended with a warm handshake but not without an "au revoir" from this bouncing master of the ring.

Free-Lance Journalism in Free India

C. H. V. PATHY

[A heart-breaking job, says the author who is a well-known veteran in the field. If all the free lancers band themselves into a union, pool their ideas and work in harmony, their status and financial position would improve, is his advice.]

To those who are fascinated by the glitter of the printed word and want to take up journalism in India, I would give the advice of "Punch" to those about to marry, 'DONT'.

To the arrivists who gang up on the security of established newspapers, the profession is attractive. They get their pay cheques at the month end and have free rides abroad at state expense. Many of these often-times mistake stagnation for security. If they are in the senior cadre. they have to look to administrative affairs, the creative part of the work being confined to produce a couple of leading articles or sub leaders in the course of the week. Prosperous newspapers like "Statesman" ask their senior men to bury themselves in research, and one can spot them lounging in the library.

I have myself been in front rank journalism for over three decades, fifteen years of which were wasted in Sind. Now past my prime I have to depend for my living on freelance journalism, and I know what a heart breaking job it is in this country.

Ill-organized braneh

Freelance journalism is the most ill organized branch of the trade. There cannot be over a dozen writers making a living out of the precarious income it fetches. Some among these run what may be called one-man Syndicates. Mr. J. N. Sahni is successful in this adventure.

The deplorable state of affairs in the field of freelancing is due to many factors. Firstly, private enterprise is choked by the State dumping any amount ot material free of charge. Newspapers which give publicity to. handouts often do not realise that there is a clever propaganda slant on material doled out day in and day out; especially in journalism, matter that is not paid for is always suspect.

The Ministry of Information and Broadcasting and its counterparts in the States have consitituted themselves as the biggest free contributors to the press in India. Every day typewriters and duplicating machines are busy churning out material. Whether it is the Kashmir dispute or the canal water muddle you have only to contact the official hierarchy to get the material you need. Much of this stuff is dumped on the desk of news editors. A cynical friend of mine told me that he never wasted one pie on the purchase of paper to write his editorials. The back pages of Governmental handouts came handy to dash off his editorials. You also get bright pictures to illustrate the articles. When special occasion arises, the output from the Keskar Factory is multipled. The object of all handouts is the same—canvassing a point of view.

Secondly we have a score of Embassies at the capital which in their turn add to the dung heap. The material comes neatly typed and sub-edited. The United States Information Service which spends the largest amount of money to sell its ware gets cartloads of articles from U. S. on themes ranging from election stories to nuclear tests. They are supplemented by supporting pictures. The U S I S also supplies free articles written by eminent men in well known American journals and newspapers. Latest to enter the arena is Soviet Russia which even does one better.

Then we have to take into account the armchair celebrities of this country. There is a copious supply of free articles from Governors who have nothing else to do except to preside over functions or bask in the sunshine of ceremonies. Some of the Governors or ex-Governors insist on being paid for what they write. In the face of this terrible competition where is the chance for poor people who try to make a living out of free lancing who lack the aura of Raj Bhavan around us.

Well known and prosperous newspapers which could afford to pay well have their own limited panel of favourites. Many of them may have little freshness, less ideas and much less background of free journalism. It is their personalities rather then the copy they produce that weighs with editors.

Iron curtain

One must be extremely lucky if one can break through this Iron Cartain. One of my best friends who was making a four digit income from freelancing in the inter-war years is so fed up that he has taken to writing books which will live for all time rather than ephemeral newspaper articles which fade away along with yesterday's headlines.

A favourite field to exploit is to try one's hand in those "middles" which ornament the leading pages of some newspapers. But even here the field has been captured by well known old timers. One has to write in the lighter vein to catch the eye of the Editor. Staff men are also allowed to contribute, special payment being made for what is published.

Against this depressing picture he must be a strong man who still nurses the illusion that he can make a living from his pen product. The conscientious beginner takes days to plan out his

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Journalism schools can prove worthwhile

WITH CLOSER CO-OPERATION WITH DAILIES AND A PERIODICAL OF THEIR OWN

—*S. A. GOVINDARAJAN.*

Is specialised training necessary? Is shorthand an indispensable qualification for journalists? These questions have been answered in this article by the author who is the Assistant Editor, The Hindu and a Professor handling classes in the Madras University School of Journalism. Well-trained and highly academically qualified men will be in need and we should concentrate on acquisition of general knowledge and on the ability to write in a manner at once instructive and interesting.

The issue of special postage stamp and the holding of a World Press Congress in which delegates from fifty countries including India have participated are some of the high-lights of the Golden Jubilee celebrations of the University of Missouri's School of Journalism at Columbia (Missouri).

It is in fact the world's first university school to teach journalism and richly deserves all the special honours that have been lavished on it by the Government and people of the United States of America. The Ford Foundation, ever ready to aid a good cause, has granted 40,000 dollars to the School to meet expenditure incurred in holding the World Congress. And the people of the U. S. A. have helped it to raise nearly three hundred thousand dollars for the projects that will mark its Golden Jubilee. These include the Freedom of Information Centre, the Journalism Museum, the National Journalism Hall of Fame and an eternal Flame of Remembrance which will serve to remind journalists of the future that their profession "cannot survive unless it vigilantly adheres to the principles of truth".

The nearly year-long celebrations have included, fittingly enough, memorial services for Professor Walter Williams to whom the School owes its very existence and who was its Dean for 27 years. The stimulating and inspiring "Journalist's Creed" which he wrote for the benefit of his students, has been published again and re-dedicated on the occasion of the Golden Jubilee. It is interesting to learn that it has been translated into no fewer than 33 languages. In fact, among the 7000 and odd students that the School has trained and sent out into the world many from other lands, including our own and other Asian countries, have figured prominently.

First lectures

At Columbia the year 1879 saw the institution of the first lectures on the history and practice of journalism—as part of the English course—as these constituted, indeed, the first organised and comprehensive course of journalism offered by any university in the United States, the United Kingdom or the Commonwealth. The Missouri Press Association then campaigned for a regular chair of Journalism at the University and its efforts bore fruit in 1908 when, with a grant from the Missouri States Legislature, the University School of Journalism was established, the first, (as I said before) of its kind in all the world.

The course which is conducted by some thirty faculty members who have practical knowledge of journalism insists on the students acquiring a sound general education in both arts and sciences in addition to the techniques of the press. The School has the unique distinction of owning its own television station in addition to a broadcasting studio.

Missouri School, shining example

The Missouri School of Journalism has proved a shining example to other Universities in the United States. In the course of my tour of that country last year, I took the opportunity of going to various Universities which offer courses in journalism—Columbia University at New York, Stanford University in California and others not to mention Harvard. They all offer worth-while training in our great profession and even conduct high degree courses.

The Department of Communication and Journalism at Stanford, for instance, offers the Master's and Doctor's degrees in addition to the Bachelor's. Mr. Chilton R. Bush, head of the Department, and his colleague, Mr. Wilbur Schranm, entertained me at lunch, at which I had the good fortune to meet Mr. Ralph D. Casey, Professor Emeritus of Journalism at the Minnesota University (Minneapolis), who was working at Stanford under a grant from an educational foundation. I was shown the syllabus for the various degree examinations at Stanford, there is no doubt that these set a very high standard.

Columbia University, at New York, furnished the same picture and here

I saw a special shelf in the journalism Library devoted to books and publication by past students of the Graduate School of Journalism, of whom one or two were Indians. Here, too, I found the Dean, Mr. Edward W. Barrett, and Mr. Louis M. Starr, Director of the International Division, exhibiting keen interest in the work of every individual student, his aptitude, his progress and his future prospects. A number of grants, fellowships and scholarships are available to deserving students from the U. S. A. or from abroad, but these are awarded only on merits and *not* on recommendation.

At Columbia University, Mr. Starr told me that last year they selected for admission a student from India who chose to work with a language paper in preference to one who had probably better qualifications but who was connected with the English language press. It was all I could do to persuade him that newspapers published in English in our country would continue to have a bright future and that thinking Indians were realising more and more that they could discard English only at their peril. It is interesting to see Stanford University warning "prospective women majors that the proportion of positions on newspapers open to women is limited" as also the number of magazines on the Pacific Coast and saying that it will take these facts into consideration in the acceptance of their applications. Conditions are not very much different in India.

The big question

The question now raised is: Are these Schools of Journalism worth while? I see that Mr. Norvel, Dean of the School of Journalism in the University of North Carolina, wants "fewer and better schools of journalism". He admits that "the Communications field is too important in today's and tomorrow's society to be entrusted to poorly educated and inadequately trained personnel" but draws attention to the fact that while thousands of men and women graduate from these Schools, not all are absorbed in the newspaper and allied industries which seem to adopt different standards for recruitment. Conversely, those who would be welcomed by newspaper publishers are repelled by the lower starting salaries offered them and take on other jobs. A *via media* has to be found—and not only in America but in India, too.

In India

In our country we have journalism courses (for degrees, diplomas or certificates) at seven Universities, including Madras, and they are quite satisfactory as far as they go. I see there is criticism in some quarters of the insistence on proficiency in shorthand and typewriting but practice of these arts is admittedly a great help. In America it is not considered by many an indispensable or even a necessary qualification. In fact, not a few think that it kills initiative, originality and really creative writing. The National Training School for Journalists in the United Kingdom, which has been in operation for seven years, does, however recognise the value of an adequate knowledge of shorthand and the apprentice is required to get a certificate in this subject. **It seems to me that while we should encourage the potential or practising journalist to acquire a working knowledge of shorthand and typewriting and provide facilities for this purpose, we should concentrate more on acquisition of general knowledge—in public affairs in law, in the sciences as well as the humanities—and of ability to write in a manner at once instructive and interesting.**

Suggestion

If I could make one suggestion, it would be this: not only must there be close working cooperation between the Universities and the newspapers—much of it is now ensured by the readiness of the big newspapers to let the Journalism students attend their offices and pick up some practical "tips"—but there must be in every university a periodical, a weekly for preference, edited and published by the journalism students. This will be a kind of laboratory training, reinforcing the theoretical foundations laid in the lecture rooms.

We all know how difficult it is to get real work assigned to apprentices and students, particularly in the bigger newspaper offices which have their own staff to tackle the daily work and where the News Editor is only too apt to think that any time devoted to guiding these students is time taken away from his own arduous job. I should think this is really a shortsighted view. The editor or publisher of an Indian newspaper will, as I said

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article. He does plenty of research. He types his copy accurately. He affixes stamps for rejected contributions. Busy editors have neither the time nor the patience to encourage youngsters.

Time was when stories and articles of Indian interest could find a profitable market outside the country. But nowadays with scores of correspondents stationed at Delhi, Bombay and Calcutta there is very little scope for freelance writers. At best you can be a stringer to a *Time* or *Manchester Guardian* man.

Rosy picture in U. S.

As against this gloomy state of affairs, we have a rosier picture from the United States. For their contents most of the U. S. magazines are dependent on the ruggedly individualistic breed of writers, called freelancers. They produce more than half the articles that appear in *Readers Digest*, *Colliers*, *Saturday Evening Post* etc. Their importance has vastly increased in recent years as U. S. magazines which were mostly fiction before have now switched to non-fiction. "The freelancer" says Colliers Editor "is the backbone of the magazine industry." About a hundred writers in U. S. each earn more than 10,000 dollars a year. My friend John Gunther who is the world's greatest reporter easily makes a six digit income. But even in U. S. many freelancers are men with a secure job in some other field.

And compare our miserable rate of payment, with what prevails in the United States and the United Kingdom. In the States *Saturday Evening Post* pays a new writer 750 dollars for his first piece, then jumps in steps of 250 to as highs as 2,500 dollars. *Colliers* average is 1,500 dollars and *Readers Digest* 2,000 dollars.

A successful freelancer submits at least four or five article ideas for everyone a magazine takes. He rarely begins to work until he gets a green light from the Editor. Success comes hard but it comes steadily to those who stick to writing as a profession.

If all the freelancers in India band themselves into a union and pooling their ideas work in harmony and cooperation, their status and financial position would improve. But they would not do so for obvious reasons.

Law and Press in France

[The treatment of the Press is often a good guide to the political freedom prevailing in a country.]

Frequent seizures of newspapers during the alst two years of the Fourth Republic were a source of concern to those who cared about French democracy.

After the collapse of the Fourth Republic last May, anyone who read the French newspapers was bound to be struck by their conformism and laudatory style. With a few notable exceptions, the press seemed to have altered its function from that of enlightened criticism to being the Government's advocate, if not its panegyrist. In a country with a long tradition of free speech and acid comment it was a puzzle to know whether newspaper owners and editors decided to behave in this way by political choice, by a feeling for the country's mood or by fear of legal reprisals.

The law which will have the greatest direct impact on the contents of French papers, particularly of the popular dailies, has come into force. The judicial reform, intended to bring up to date and make more efficient the legal code inherited from Napolean, contains two important changes affecting the press.

Changes in law.

The first tries to improve the secrecy that nominally surrounds the preliminary investigation of a case: heavier penalties are introduced for policemen or journalists who break the rules. The other change is an attempt to create a dogma of judical infallibility. Article 226 of the new code provides penalities of upto six months in jail and two million francs in fines for anyone whose criticism of a judicial decision can be interpreted as "a slur on the authority of the judiciary."

Englishmen used often to be perplexed by the freedom with which French papers dealt with matters still sub judice, and were sometimes shocked by what seemed to them trial by the press. It must me remembered however, that in a country where procedure is slower and the judiciary independent, these appeals to public opinion occasionally prevented abuses. The advocates of the new system claim that the French press will no longer be filled with unsavoury reports on scandals like the present 'Ballets Roses' affair.

The critics point out that if the rule of infallibility had applied in earlier days, Dreyfus would have died on Devil's Island and Voltaire would not have been allowed to plead for the protestant Calas. Maitre Maurice Garcon, the eminent lawyer who quoted these two examples, at the same time gave a warning that the text of the new law, as it stands can easily be used to cover up abuses, particularly in the political field.

Problem for Editors

The impact of the new law remains to be seen. For some time now, in any case, the Algerian war has made the life of an independent French journalist awkward. The Ministry of Defence recently reminded newspapermen that they must take their news about the fighting from official sources, and that, while inaccurate reports about troop movements can do damage, accurate but premature reports are even more harmful.

The worst problem for editors is, however, that their writing can be interpreted as "undermining the morale of the troops" and, therefore seized. It is true that seizures of newspapers have not been very frequent in recent weeks and that Parisian non-Communist papers can be regularly bought in Algeria. Yet it is difficult to determine whether this is not partly the result of editorial self-censorship.

The third, and potentially the biggest threat to press freedom springs from the change in the functions of the President of the Republic. Article 26 of the press law of 1881 provides penalties of upto one year in prison and 30 million francs for offences against the President. The list of offences is long. The law is not new, but it did not matter much as long as the President was a figure-head. Now that he has become the effective head of the executive, an extensive interpretation of this clause could make criticism extremely difficult.

One of the boldest of Paris editors told a correspondent of the *Economist* that if his paper is prevented from criticising the judiciary, the Army, and the President, it will have to limit its comments to the latest women's fashions. There is no doubt that the new law makers have an authoritarian bent and, except in economic matters, they are instinctively on the side of Leviathan.

Even without the new law, the Government had a sufficient apparatus of control to keep the press quiet—more than sufficient, since the press had been censoring itself since July. This docility showed signs of erosion however, after the financial shocks of Christmas. The new year brought a changed atmosphere. Parisian *chansonniers* suddenly began to bring out their barbed shafts. Popular papers began timidly to criticise, if not the General then his ministers. It has even been suggested that the Gaullist reign, like that of Louis-Philippe, will turn into a cartoonist's paradise,

The authorities usually resort to defence mechanisms only when they feel in danger; they try to muzzle the Fourth Estate when the third is in motion. The number of seizures, fines or trials of newspapers (or their absence) in the forthcoming months should show what use the Government intends to make of the legal weapons at its disposal.

(By courtesy of "The Economist")

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in my Osmania University Extension lectures last year in Hyderabad, insreasingly insist on well trained as **well as highly academically qualified men to fill posts in this set-up. This will be particularly so if he is required by law to pay really good and attractive salaries.** In Great Britain they have all combined to draw up a unique National Training Scheme for journalists and what is more, to implement it. I trust that the "Newsman" will be able to get details of this scheme and publish it in an early issue.

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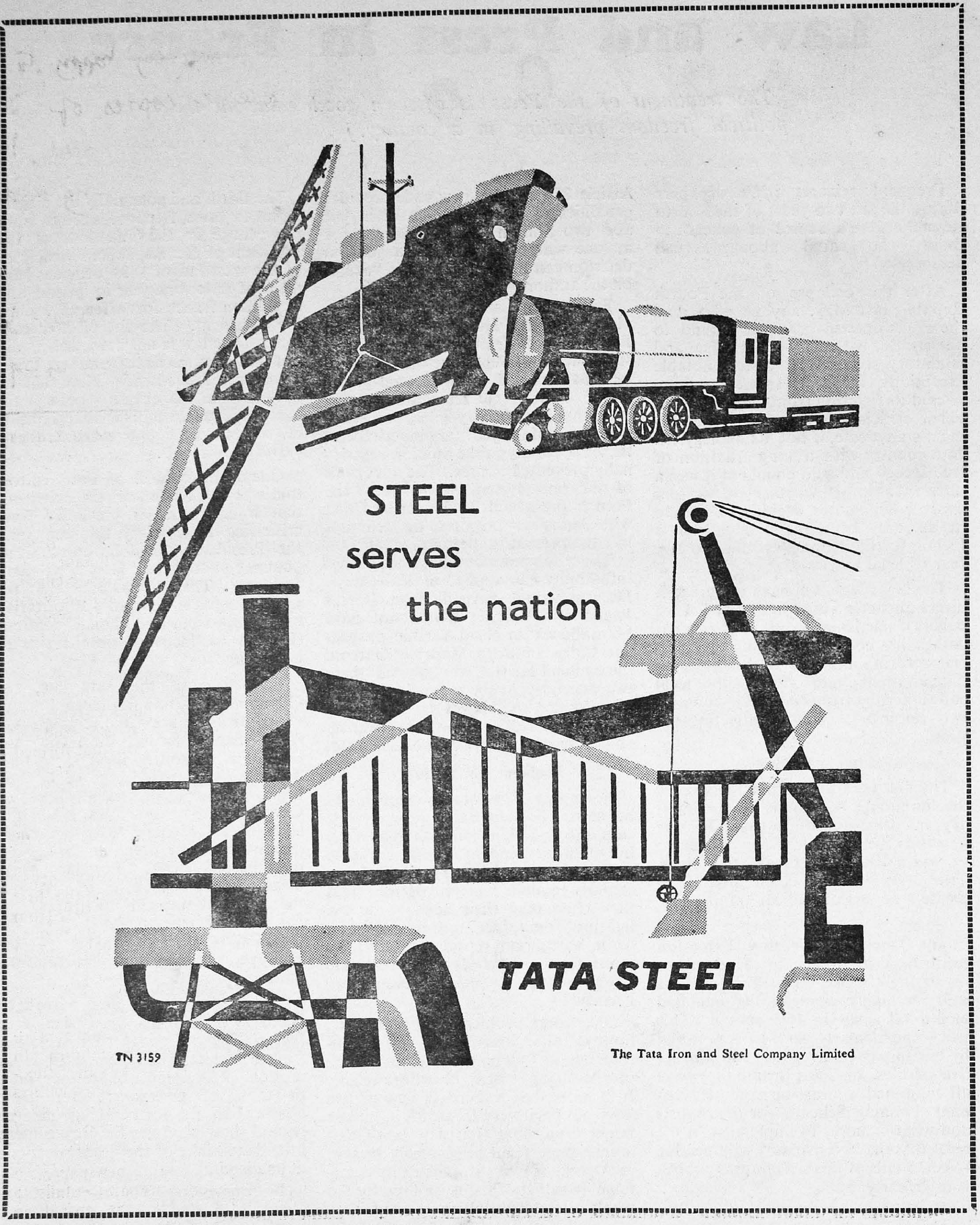
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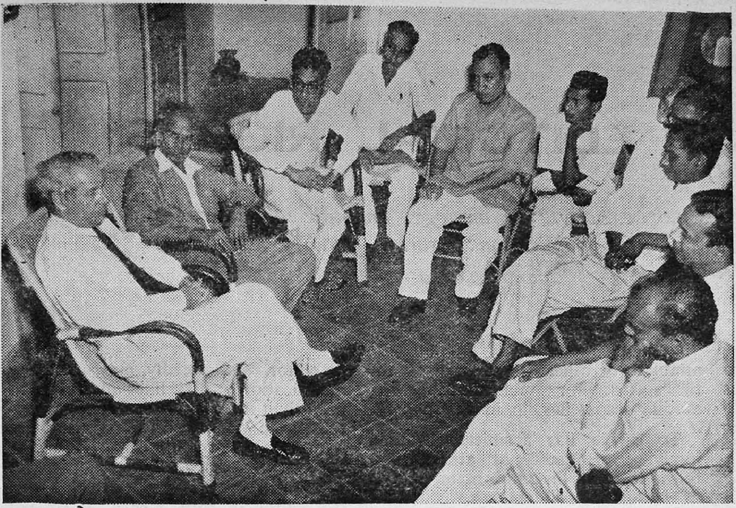

I am very happy to receive copies of "Newsman", and I wish it a long and useful life.

Malcolm Macdonald
February 17. 1959.

Mr. Malcolm Macdonald, U. K. High Commissioner in India who visited the Guild on Feb. 17, talking to members.

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brought in his much hated Regulation. Raja Ram Mohan Roy and five other editors protested against Adam's Regulations and policy of repression. In 1828 he was replaced by Lord Willam Bentinck—a man who firmly believed that the liberty of the Press was a most useful engine in promoting the good administration of the country.

About 1840, Bengali papers found it impossible to subsist on subscription alone and depended heavily on 'Sheriff's Advertisement' and 'Commissariat Advertisement' as well as generous contribution from public societies and individuals. Advertisement rates were generally 6 annas per line.

A model of the hand press operated by a workman at the old Serampore Press was put up in a separate Section.

Great Step Forword

A grat step in the country's progress —and in the history of the Indian Press—was the establishment of the first railway line from Bombay to Thana in 1853. Newspapers printed in Bombay could soon be delivered the next day in places hundreds of miles away. In 1860, the Submarine Telegraph between India and England was completed. Five years later the overland line was opened. But the first telegrams averaged $6\frac{1}{2}$ days in transit and cost £ 5 for a minimum of 20 words. In 1870, the Post Office acquired control of the telegraph system and the price of telegram was reduced to one shilling a word. In 1866, Reuters opened their first Indian office in Bombay. However, at first Reuter's telegrams were sent from London by sea mail; The *Bengalee* was the first Indian-owned newspaper to start making use of Reuter's news service in 1860. In 1905, the Associated Press of India was formed—a joint enterprise organised by the *Statesman, Englishman*, and the *Indian Daily News*, vigorously assisted by K, G. Roy.

The year 1878 saw the appointment of the Press-Commissioner whose duty it was to supply early and accurate information in regard to public measures.

The first War of Independence in 1857 came as a rude shock to the British Government. Termed by the British Government as the Indian Mutiny, it was followed by a series of Press Acts—many of them aimed at preventing a repetition of the upheaval, though some were in the interest of the Press and the preservation of order. A portrait of the Rani of Jhansi was exhibited in the Mutiny Section.

The role of the Press during the national struggle starting with the founding of the Indian National Congress was brought out in the subsequent panels. A lifelike statue of Bala Gangadhara Tilak and photostat copies of *Kesari* edited by him, found a place among the exhibits.

Photographs and the writings of stalwarts of the Indian Press like C. Y. Chintamani, G. Subramania Aiyar, Motilal Ghosh, Bipin Chandra Pal, Surendranath Banerjee, Pherozeshah Mehta, N. C. Kelkar, B. G. Horniman, Dr. Annie Besant, T. Prakasam, S. Kasturiranga Iyengar, S. Rangaswamsy A. Rangaswami Iyengar, were on view. The newspapers edited by Gandhiji were exhibited in a section.

Until the attainment of Independence, the Press was one of the staunchest supporters of the national struggle and suffered along with thousands of patriots. In 1925, S. Sadanand formed the Free Prese of India News Agency, chiefly to provide papers with "satyagraha" news. The existing agencies had not been interested in reporting news of the various freedom movements. The foundations for the printing of air mail editions of newspapers were firmly laid when the first aeroplane arrived in India in 1927 from London. Two years later, a regular Air-Mail service was introduced between India and the U. K. The Associated Press of India sent its first message on a teleprinter circuit in 1938.

A separate section was devoted to the Audit Bureau of circulations. In this section were explained the functions of the A. B. C. and its efforts to secure accurate circulatiou figures and data relating to all periodichls and media that sell advertising space.

Some of the leading newspapers in India had taken up separate stalls to explain to the pnblic the growth in circulation figures.

LIMITS OF EDITORIAL RIGHTS

[But to edit means not exactly "to arrange, annotate or otherwise prepare another's work for publication: garble, modify despatches etc. in newspaper."]

It is the function of an editor to edit. That is a truism and an obvious one. It is also his right and duty so to do. But contributors have their rights too and this case is of importance to Press and the public as indicating something of the limits of editorial rights.

Let us take a purely suppositious case. *The Englishman*, say, employs a famous ex—captain of England, Mr. William Gilbert Grace *M. D.* to write a series of comments of an expert character on a current series of test matches beween England and Tasmania. The great man writes and submits his articles. In one of them he vigorously supports the action of the England captain in sending the Tasmanian side in to bat after himself winning the toss and thereby losing a vital match. The editor, himself a crickcter of local renown and fancying himself as such, disagrees with the view of "W.G." and not only tones them down but so "edits" them as to transform the praise into a condemnation. The article, as so edited is then published. Has "WG". any right of action in damages against the propreitors of *The Englishman* ?

Meaning of "Edit"

To answer that question we have to consider the precise meaning of the verb "to edit" and when, as is our custom, we consulted a famous English dictionary on the point, we were startled to find ourselves violently disagreeing with the definition stated therein concerning one word which we italicise and which, if it is correctly used by the dictionary, would mean that probably neither "**W**.G." nor any other expert writer on any subject, be it jute, engineering, medicine, tea etc. would have any legal remedy at all. This is the definition. To edit is "to arrange, annotate or otherwise prepare (another's work) for publication; *garble*, modify despatches etc, in newspaper".

To garble has a sinister meaning implying dishonesty or at least bad faith. It means the unfair manipulation of words in a statement so as to alter their intended and actual meaning. If the right to edit involves the right to garble, then there is an end of the case. The dictionary is, we think, wrong which is a surprise, since this particular one is about the most authoritative in the English language.

Now we leave supposition and definition and come to the latest actual case. Mr. Joseph is a well-known authority on jade. The National Magazine Co. Ltd. desiring an article on jade carvings, employed him to write one on that subject for publication in a magazine belonging to the company. When we say "employed" it must be understood that Mr. Joseph was not to receive any payment for his article. All the same, there was a definite oral contract to employ him and as it was to be a signed article, the consideration passing to the writer for supplying it was the publicity and enhancement of his reputation as an expert which would result from publication.

Actual Case

Mr. Joseph wrote his article and sent it in thus fulfilling his part of the contract. The editor made substantial alteration in the text. Mr. Joseph refused to accept the alterations and to allow the article to be published as altred either with or without alteration. So there was a deadlock. You must remember that this was not a case of an article submitted to an editor for acceptance or rejection. In such a case, an editor, undoubtedly, may make any modification in it he likes and refuse to publish it if the alteration is not accepted by the writer. But in this case there was a definite contract for an expert to write an article on his special subject and for the paper to publish it. Has the editor, in such a case, abrogated his right to edit and must he publish the article, the whole article and nothing but the article as written ? The answer may seem contradictory. It is two-fold. The editor has forfeited his right to edit but he will not be compelled to publish the contribntion.

Mr. Joseph sued the newspaper owners for what the law terms specific performance, that is for an order compelling them to publish the article as written. But even, where there is a clear breach of contract specific performance is a remedy which the court has a judicial discretion to grant or refuse and in this case Harman J. in the High Court refused to order specific performance, on the ground that it would involve the judge in taking over the duty of an editor in supervising the general tenor of the article to ascertain whether or not it complied with the exact terms of the contract. Neverthesless, there was an alternative remedy open to Mr. Joseph and this was granted him. Damages for the breach of contract. The contributor had done what he had contracted to do; and though he could not compel publication of his work, he was, said Harman J., "entitled to express his own opinions in his own way and was not bound to submit his name to an article expressing other opinions in a different style". The plaintiff was awarded £ 200 damages for the loss of opportunity of enhancing his reputa-

Challenge Should be Met with Improvement on all Lines

[..............where human beings are concerned, cheapness is death.]

A Press intent upon its proper role should remain a greater influence than television, declared Sri William Haley when giving the Haldane Memorial Lecture at Birkbeck College on March 11. 1958 A few weeks later (on May 1) Sir William--giving the annual livery lecture at Stationers' Hall--said that to meet the challenge of television the Press must realise that from now on nothing in newspaper-making was sacrosanct.

Television was being watched by half the population, and the social range of viewing has widened. Programmes such as "Panorama" and "Meet the Press" had not only a mass audience but a discriminating serious audience. This was true also, Sir William pointed out, of those programmes that dealt with art, but with politics the impact so far had not been very great.

We are going to have to rethink our production, rethink our advertising, rethink our finances, rethink our staff policy and regain our purpose.

Quality should Count

Similarly, I think we shall have to reconsider our staffs. We are going to have tremendous problems in getting the best people for journalism. The demand will be all the time for better, and better, more qualified people, and all newspaper managers will have to pay more. Where human beings are concerned, cheapness is death.

So far it has been periodicals that have been most seriously affected by the rapid growth of the television audience. Newspaper circulations have probably been more affected by the increase in selling price than by other factor. To use a Stock Exchange term, a number of leading newspaper and periodical publishing firms have gone into television as a hedge. Southern Television, covering a large part of the South of England, is equally owned by Lord Rank, the *Daily Mail* group and the Amalgamated Press. The *Mirror-Pictorial* group, the Westminster Press Provincial Newspapers and the *Birmingham Post* have substantial interests in Associated Television. Mr. Roy Thomson of the *Scotsman* owns 80 per cent of Scottish Television. *News Chronicle* has a holding in Tyne-Tees Television. The owners of Television Wales and West include the *News of the World* and Liverpool Daily Post and Echo, Ltd. The *Manchester Guardian* and various local newspapers are included in the group that owns the East Anglican Station.

Riddle of the Picture Magazines

Last year we commented on the discontinuance of PICTURE POST, the greatest magazine success of the nineteen-thirties; this year we have to record that ILLUSTRATED, the other mass picture weekly, not only failed to fill the gap but had itself lost a considerable number of readers before it was merged in JOHN BULL in October.

Understandably, television provides the most common explanation of the eclipse of two weeklies that not long ago had a seven-figure sale. But America has more television sets per thousand homes than we have in this country; yet LIFE, which *costs five times as much as Picture Post* and ILLUSTRATED–25 cents (say 1 s. 9d.) against 4 d.—continues to thrive. In France *Paris Match*, which costs the equivalent of a shilling, is still flourishing. This is one of the most discussed riddles of post-war journalism. Is it possible that the mass audience for a picture magazine (which at one time numbered two and a half millions) has gone for ever, or is it a slumbering potentiality that can be awakened only by the charm of a new journalistic recipe? Meanwhile the magazine-reading public is getting excellent value in the new and enlarged JOHN BULL.

—Fleet Street Annual 1959

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tion as an expert on jade *(Joseph v National Magazine Co. Ltd. 77 Law Notes* 216)

We had an object in beginning this note with a fictional reference to an imaginary article by "W.G" It was to emphasise a distinction and the clue to the distinction and which may enable you to spot it lies in the two letters M. D. which we were careful to insert after the great all-rounder's name. Why would "W.G." in such a case fail to obtain damages where writers like Sir Leonard Hutton, Denis Compton, John Arnott and J. W. P. Mallalieu would succeed? Dr. Grace was a medical practitioner and earned his living as such in Thornbury, Gloucestershire. In the words of Haman J he did not, as Mr. Joseph did, suffer damage by "loss of the opportunity of enhancing his reputation as an expert". He was an expert only in medicine. Cricket was to him merely a recreation. But to Hutton, Compton, Arnott and Millalieu it is a profession and the editor's alterations might reasonably result in loss of earnings by future diminished employment. Incidentally, the writer himself hailing from near Thornbury, where stories of the pugnacious doctor and his brother "E.M.". are legion, is of the opinion that the editor would have had to reject his article as unpublishable. "W. G." would have flayed the England captain alive for sending the other side in.

From "Without prejudice" column in 'Capital'.

A letter from the Publishers

Dear Sir,

You have just finished reading the seventh issue of "Newsman". We hope you have enjoyed it. This magazine, may we inform you, is to serve as a common forum for the Press, the reader and all those who use the medium of the Press to sell their wares.

Newsman also turns the spotlight on journalists in this City and elsewhere, and this reaches leaders of public opinion in different spheres, Union and State Ministers, Legislators, Foreign Embassies, V. I. Ps and others all over the country.

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The Publishers.

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The Journal of the Madras Reporters Guild.

Circulated among a distinguished readership comprising Heads of States, Union and State Ministers, Top Officials, Foreign Embassies in India; V. I. Ps.; Journalists and Journalists' Organisations in India and abroad.

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